

SUGAR SMACKS – DOCTOR WHO BADGES

In 1971, following previously successful tie-in promotions with *Star Trek* and Gerry Anderson's *Thunderbirds*, *Captain Scarlet* and *Joe 90*, Kellogg's decided to run a *Doctor Who* promotion with their Sugar Smacks breakfast cereal.

Enclosed in each themed packet, emblazoned with the Doctor bearing his bowl of cereal, could be found a small polythene bag containing one of six 1¼" badges bearing the images of Dr. Who, Jo Grant, The Master, The Brigadier, Bessie and the UNIT symbol.

Also, as part of the promotion, some packets featured a cut-out cardboard model of Bessie.

With thanks to Colin Young and Chris Hill.

Dr. Who's giving away badges!

Look! It's Dr. Who, offering a set of six super badges! There's one free inside every special packet of Kellogg's Sugar Smacks and they make a great collection! Just look for the special packs!



Dr. Who's giving away badges!

Look! It's Dr. Who, offering a set of six super badges! There's one free inside every special packet of Kellogg's Sugar Smacks, and they make a great collection! Just look for the special packs!






Dr.Who
©BBC 1971


Jo Grant


The
Master


The
Brigadier


BESSIE

U·N·I·T

Kellogg's

7oz SIZE

SUGAR SMACKS

To Open: Press on this edge ➡ slide finger under flap and move to left and right.

Kellogg's

SUGAR SMACKS

THE TIMELESS ENERGY OF DR. WHO

Free! Dr. Who Badge inside this packet

7oz SIZE

Kellogg's

SUGAR SMACKS



THE TIMELESS ENERGY OF DR. WHO

Free! Dr. Who Badge

inside this packet

7 oz SIZE

© BBC 1971


Kellogg's
SUGAR SMACKS
Free! Dr.Who Badges
Badges shown actual size.
There are six attractive metal badges to collect – all taken from the popular 'Dr. Who' television series. You'll find your badge at the bottom of the inner bag. If you've already got the one in this packet, swap it with a friend – see who can be first to collect all six.
Dr.Who
DOCTOR WHO
The Brigadier
THE BRIGADIER
The Master
THE MASTER
BESSIE
BESSIE (Dr. Who's car)
Jo Grant
JO GRANT
U.N.I.T.
THE U.N.I.T. BADGE

Kellogg's

SUGAR SMACKS

made from wheat, with sugar, glucose syrup, vegetable oil and honey



BRIGADIER LETHBRIDGE-STEWART, head of UNIT (British Division) "Doctor Who is a thoroughly clever chap, a bit eccentric at times perhaps but his boundless energy is an inspiration to us all. He moves fast when in a tight spot." *Sugar Smacks* give you the energy it takes to keep up with him.



JO GRANT undercover agent for UNIT H.Q. Acting liaison officer between Doctor Who and the Brigadier. "Keeping an eye on the Doctor means that I need lots and lots of energy." That's where *Sugar Smacks* come in. They're a super energy-building cereal. Just right for a hard working UNIT agent.

BY APPOINTMENT
TO HER MAJESTY THE QUEEN
PURVEYORS OF CEREALS

KELLOGG COMPANY
OF GREAT BRITAIN LTD
MANCHESTER M32 8RA

© Kellogg Company of Great Britain Limited 1971
Trade Marks Registered

This package is sold by weight, not volume. Some settling of contents may have occurred during transport.

NET WEIGHT 7 OZ.
NETTO 200 GRAMMES

Carton No. 12 03 00 (12)

Kellogg's SUGAR SMACKS

TO OPEN → INDIVIDUAL SIZE

Kellogg's
SUGAR SMACKS

made from wheat, with sugar, glucose syrup, vegetable oil and honey

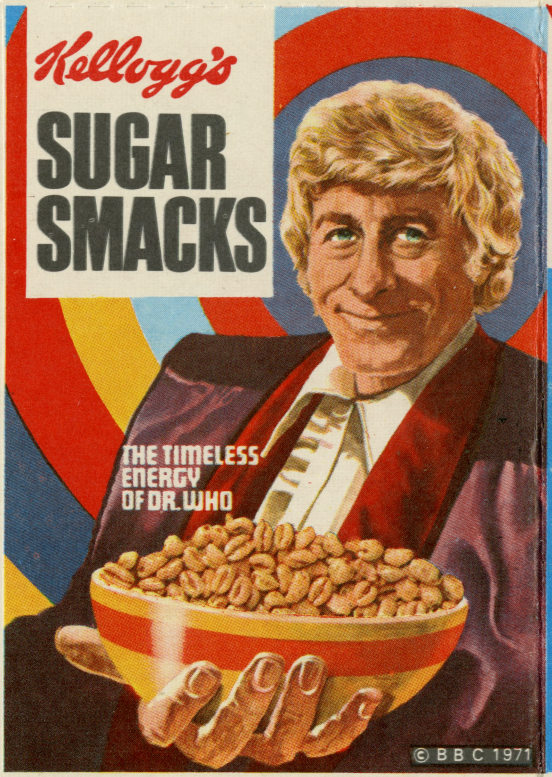
BY APPOINTMENT TO HER MAJESTY THE QUEEN PURVEYORS OF CEREALS

KELLOGG COMPANY OF GREAT BRITAIN LTD. MANCHESTER, M32 8RA.

© Kellogg Company of Great Britain Ltd. 1971 Trade Marks Registered

NET WEIGHT ¾ OZ. NETTO 21 GRAMMES

Case No. 12 50 00 (1250



NET WEIGHT: ¾ OZ. NETTO: 21 GRAMMES.

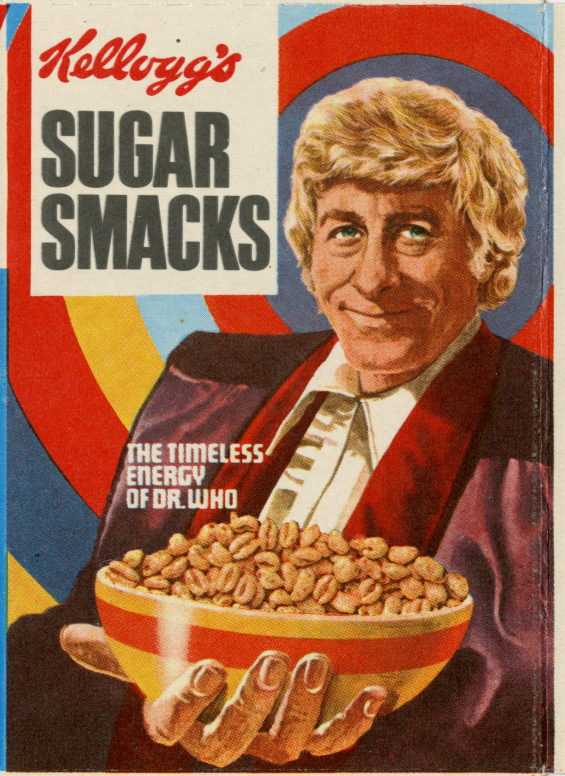
PRESS HERE AND TEAR BACK TOP

Kellogg's
SUGAR SMACKS



BRIGADIER LETHBRIDGE-STEWART, head of UNIT (British Division)

"Doctor Who is a thoroughly clever chap, a bit eccentric at times perhaps, but his boundless energy is an inspiration to us all. He moves fast when in a tight spot.' *Sugar Smacks* give you the energy it takes to keep up with him.



Kellogg's SUGAR SMACKS

Made from wheat, with sugar, glucose syrup, vegetable oil and honey

1

2675

Kellogg's

SUGAR SMACKS



THE TIMELESS ENERGY OF DR. WHO

BESSIE

CAR CUT-OUT

See back of packet

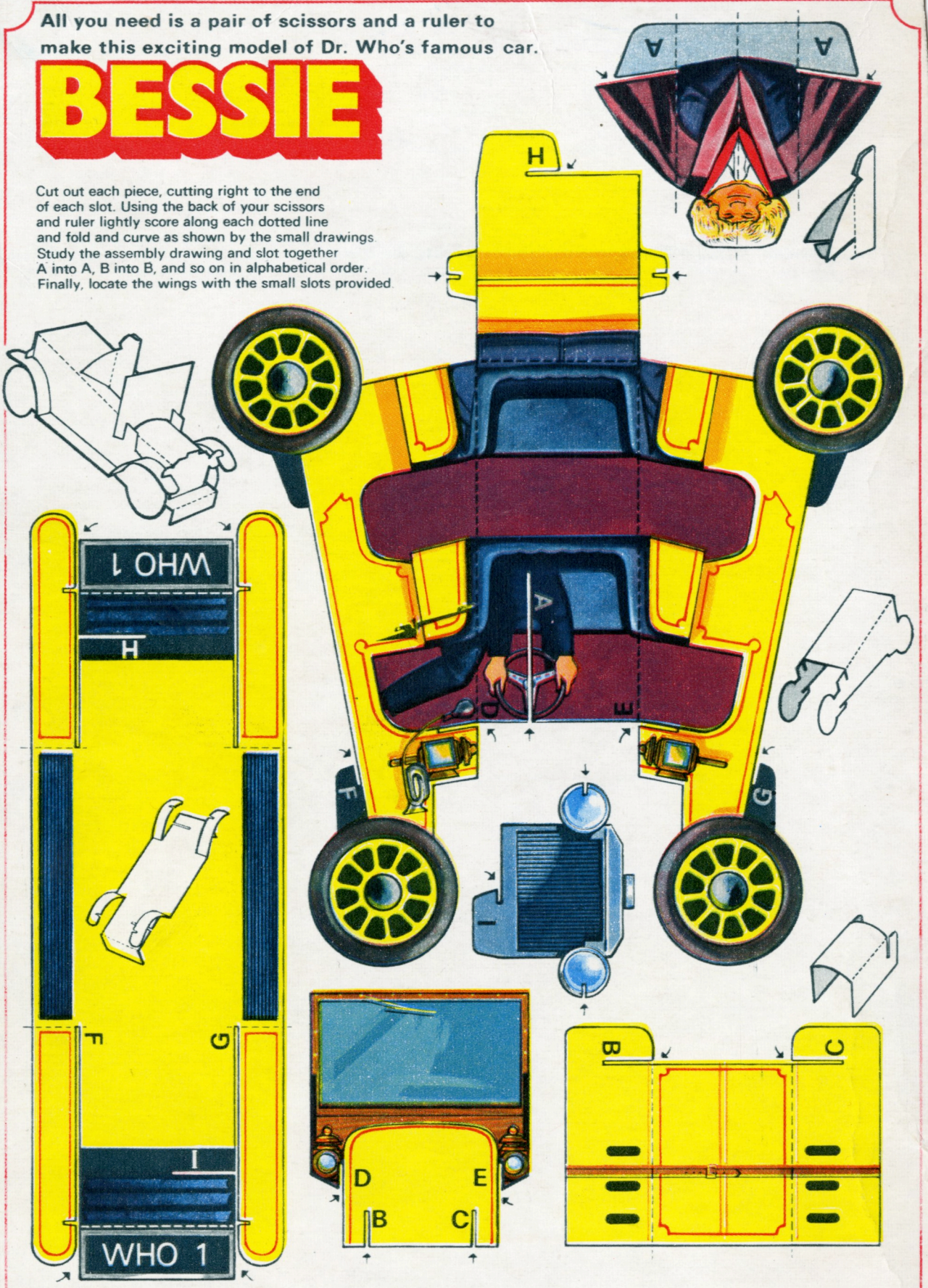
10½oz SIZE

© BBC 1971

All you need is a pair of scissors and a ruler to make this exciting model of Dr. Who's famous car.

BESSIE

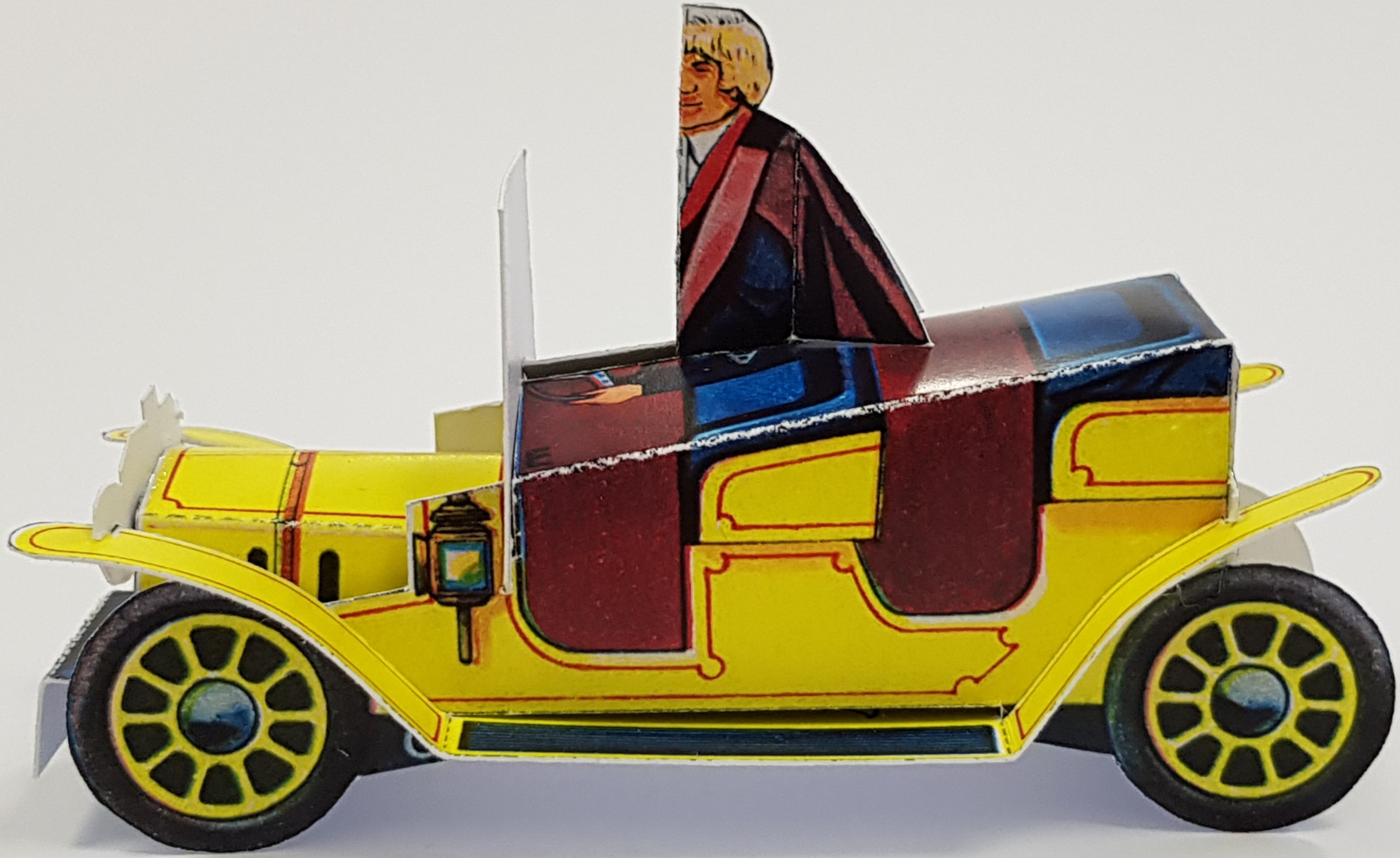
Cut out each piece, cutting right to the end of each slot. Using the back of your scissors and ruler lightly score along each dotted line and fold and curve as shown by the small drawings. Study the assembly drawing and slot together A into A, B into B, and so on in alphabetical order. Finally, locate the wings with the small slots provided.



Kellogg's SUGAR SMACKS


WHO 1
G


WHO 1
G




HO 1


WHO




WHO 1


1 OHM

Kellogg's

SUGAR SMACKS



THE TIMELESS ENERGY OF DR. WHO

Free 3-D Animal picture card
Inside this packet

7 oz. SIZE

© BBC 1971

Kellogg's

SUGAR SMACKS

made from wheat, with sugar, glucose syrup, vegetable oil and honey



BRIGADIER LETHBRIDGE-STEWART, head of UNIT (British Division) "Doctor Who is a thoroughly clever chap, a bit eccentric at times perhaps, but his boundless energy is an inspiration to us all. He moves fast when in a tight spot. "*Sugar Smacks* give you the energy it takes to keep up with him.



JO GRANT undercover agent for UNIT H.Q. Acting liaison officer between Doctor Who and the Brigadier. "Keeping an eye on the Doctor means that I need lots and lots of energy." That's where *Sugar Smacks* come in. They're a super energy-building cereal. Just right for a hard working UNIT agent.

BY APPOINTMENT
TO HER MAJESTY THE QUEEN
PURVEYORS OF CEREALS

KELLOGG COMPANY
OF GREAT BRITAIN LTD
MANCHESTER M32 8RA

© Kellogg Company of Great Britain Limited 1971
Trade Marks Registered

This package is sold by weight, not volume. Some settling of contents may have occurred during transport.

NET WEIGHT 7 OZ.
NETTO 200 GRAMMES
Carton No. 12 03 00 (12)

Free 3-D picture cards



Wildlife of the World

Each card, measuring $1\frac{7}{8}$" x $1\frac{3}{8}$" will be found between the inner wrapper and the packet

In every special Kellogg's packet with the 'Wildlife' flash on the front, you will find an exciting three-dimensional wildlife picture card. There are sixteen cards to collect.

- Giant Panda.
- Hippopotamus.
- Orang-utan.
- Elephant.
- Cheetah.
- Giraffe.
- Lion.
- Tiger.
- Deer.
- Gorilla.
- Panther.
- Leopard.
- Polar Bear.
- Jackal.
- Crocodile.
- Zebra.

The wildlife of the world is in danger. In a few years many animals, in fact some of those featured in this special 3-D 'Wildlife' series face the possibility of extinction.

The World Wildlife Fund and its junior division, the Wildlife Youth Service were formed to prevent this prediction from becoming a tragic reality. If you are in any way concerned about the plight of these wild animals, you can help by becoming a Panda Club member or a Wildlife Ranger.

Each applicant will receive a badge, membership card, and further information on the activities of the Wildlife Youth Service.

Kellogg's
SUGAR SMACKS

Send to Wildlife, Wallington, Surrey.
Please use BLOCK capitals.

Name _____ Age _____

Address _____

_____

School _____

I enclose cheque/postal order payable to 'W.Y.S.', value _____, and wish to be registered as an ASSOCIATE MEMBER of the WILDLIFE RANGERS/PANDA CLUB.

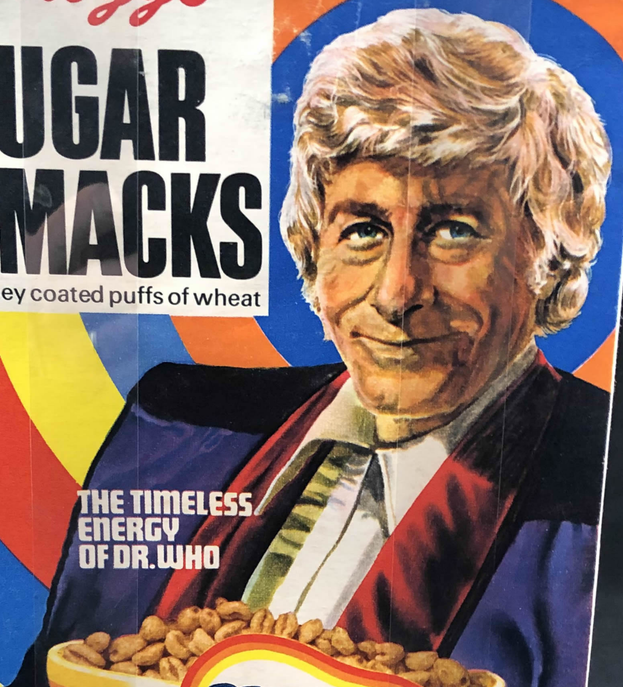
Panda Club
5-10 years
12½ p (2/6)

Wildlife Ranger
11-18 years
25 p (5/-)

Kellogg's

SUGAR SMACKS

Honey coated puffs of wheat



Free Historic Car Model

SEE BACK OF PACKET

7oz SIZE

© BBC 1972

Kellogg's

SUGAR SMACKS

Ingredients wheat with sugar, glucose, syrup, vegetable oil and honey.



JO GRANT undercover agent for Unit H.Q. Acting liaison officer between Doctor Who and the Brigadier. "Keeping an eye on the Doctor means that I need lots and lots of energy." That's where *Sugar Smacks* come in. They're a super energy-building cereal. Just right for a hard working UNIT agent.

By appointment to Her Majesty The Queen Purveyors of Cereals Kellogg Company of Great Britain Ltd Manchester M32 8RA

©Kellogg Company of Great Britain Limited 1972
Trade Marks Registered

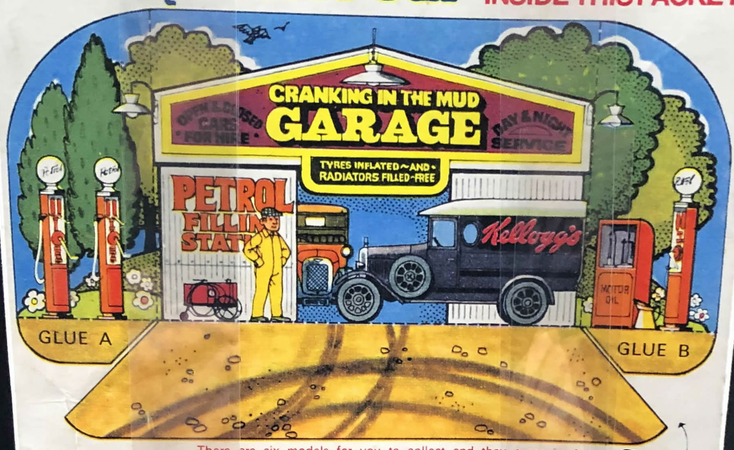
This packet is sold by weight, not volume. Some settling of contents may have occurred during transport.

NET WEIGHT 7 OZ.
NETTO 200 GRAMMES

Carton No. 12 03 00 (12)

Free Historic Car

PLASTIC MODEL KIT INSIDE THIS PACKET



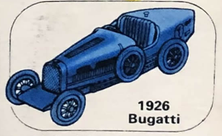
There are six models for you to collect and they come in 4 different colours. Cut out the garage scene round the outline. Fold forward the two side pieces and the forecourt section. Glue tabs A and B to the base of the forecourt and display your models in front of the garage.


1899 Renault


1901 Oldsmobile


1904 Mercedes


1905 Vauxhall


1926 Bugatti


1927 Bentley

1899 RENAULT (France): In 1898 Louis Renault built a little car for his own amusement. It weighed 5 cwt. and could speed along at almost 30 m.p.h. 1901 OLDSMOBILE (U.S.A.): The Oldsmobile "curved dash" buggy was introduced in 1901 by Ransom E. Olds of Michigan. 1904 MERCEDES (Germany): The 9 litre, 4 cylinder Mercedes "Sixty" was first seen in 1903 and provided a combination of the most advanced designs of the day. 1905 VAUXHALL (England): In 1903 The Vauxhall Ironworks Co. Ltd. of London started to build single cylinder "runabouts" and by 1905 the three cylinder, side valve model was available. 1926 BUGATTI (France): The Type 35 which first appeared in 1924 was Ettore Bugatti's most successful car, and won more motor races than any other model. 1927 BENTLEY (England): The tremendously tough 3 litre Bentley was first offered in 1921, and made very good use of First World War aero engine development.

Kellogg's SUGAR SMACKS

ADVERTISEMENT.

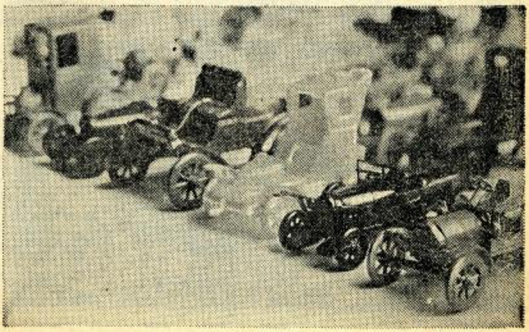
Tomorrow morning at breakfast you can own a free historic model car.



There's one in every special packet of Kellogg's Sugar Smacks.

Inside every special pack of delicious Sugar Smacks you'll find one of six pop-together models of historical cars. They're made of polystyrene and they come in four bright colours. But not only do we give you the cars, we give you a place to keep them. On the back of the pack there's a cut-out scene of a 1920s garage to set off your models.

So why not collect the set. After all it's not every day you're going to get a historic car free with your breakfast.



Kellogg's Sugar Smacks



Pick a little Kellogg for a change.

We took all that Kellogg's quality and packed it into single serving packets—a convenient way to have a fresh new taste each day.

Only Kellogg's gives you VARIETY!